

Creative Communities
November 29, 2017
Mineland Reclamation
3:30 p.m. – 5:00 p.m.

In Attendance: Drew Digby, Mary McReynolds, Dave Setnicker, Sonja Merild, Kathy Dodge, Tammy Mattonen, Jim Plummer and Sara Ferkul

The group did receive a \$20,000 grant from the Bush Foundation. We applied for \$43,000. They do not want to pay for an artist organizer. The group is still going to apply for a Blandin Foundation grant.

Drew have a meeting with Laura Zabel from Springboard for the Arts. Will be discussing her thoughts on the Cool & Creative program. And to see if she could be the artist organizer for the event.

Discussion on the Cool & Creative event. The event will be held on March 29 at the MN Discovery Center. There would be a 1-2 breakout sessions in the morning, lunch and the keynote speaker and 1-2 breakout sessions in the afternoon. Mary is organizing art from local artists to be at the event. When working on invites it is important that we broaden our definition of artists to include all creatives, including teachers, arts supporters, web designers, musicians etc. The way the information is worded is also important. How do we connect with artists and the community that aren't already engaged with one of the area arts organizations? To encourage more city councilor's attendance we would like to reach out directly to them. Possibly presenting information at the city council meeting. Drew has expressed interest in reaching out to ReGen about how to get people involved with the arts community.

We also discussed the option of setting aside a portion of the grant from the Bush Foundation and have grant opportunities available for the artists that attend the event, they will also need to be in the ARAC service area. ARAC will be the grantor and provide grant writing assistance. Community impact will be an important consideration for selection. We would set criteria based on our goals, build a panel, have them review the applications, score them, communicate between each other and vote. At our next meeting we will determine the grant review panel participants. We will need to choose the total amount of money we would like to give as well as what are the size of the grants we will give (minimum and maximum). Drew and Sonja will draft an application.

What would be the best breakout sessions for the event? What would be the most useful sessions that would inspire artists? Some ideas for breakouts are:

- Creative Placemaking
- Political engagement and what are their options
- How to market themselves as artists
- Artist visibility how to's and tricks

There are some things to discuss at the December 6 Media meeting:

- Discuss how to connect with artists and the community that aren't already engaged with one of the area arts organizations?
- What are ways to send out weekly messages during the 30 day blitz including email blasts?
- Are there ways to get feedback about artist's needs? Possible online surveys as well as paper surveys.
- Messaging needs to be different depending on the target – arts organizations, individual organizations, elected officials and economic development organizations.

Next Meeting:

January 17, 2017

Mineland Reclamation

3:30 p.m. – 5:00 p.m.